Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (cancelled)

2. (currently amended) An apparatus ~~as in claim 1~~ for processing media containing microcapsules comprising:

a first segmented rupturing roller having multiple roller segments;

a second segmented rupturing roller having multiple roller segments;

wherein roller segments on said first segmented rupturing roller are offset from roller segments on said second rupturing roller;

wherein said multiple roller segments rupture unexposed microcapsules in said media; and

wherein flanges on opposite ends of each of said first and said second rollers maintain a fixed minimum distance between said roller segments on said first segmented rupturing roller and roller segments on said second segmented rupturing roller and a support surface.

3. (original) An apparatus as in claim 2 wherein said flanges maintain said segmented rupturing rollers at a fixed distance sufficient to rupture unexposed microcapsules.

4. (currently amended) An ~~Apparatus~~ apparatus as in claim 3 wherein said fixed distance is great enough to ensure that said exposed microcapsules are not ruptured by pressure caused by ~~said~~ a force of attraction.

5. (cancelled)

6. (currently amended) An apparatus ~~as in claim 1~~ for processing media containing microcapsules comprising:

a first segmented rupturing roller having multiple roller segments;

a second segmented rupturing roller having multiple roller segments;

wherein roller segments on said first segmented rupturing roller are offset from roller segments on said second rupturing roller;

wherein said multiple roller segments rupture unexposed microcapsules in said media;

wherein said multiple roller segments on said first and second segmented rupturing rollers are separated by ferrous load segments; and

wherein said ferrous load segments are attracted to at least one magnetic bar located on a side of said media opposite said first and second segmented rupturing rollers .

7. (original) An apparatus for processing media comprised of exposed microcapsules and unexposed microcapsules comprising:

a first segmented rupturing roller having multiple roller segments located on a first side of a media;

a first load arm attached to said first segmented rupturing roller and attached to a first pivot;

a first magnet attached to an end of said first load arm and attracted to a second magnet on a second side of said media; and

wherein a force of attraction between said first and second magnet exerts a force on said load arm which presses said first segmented rupturing roller onto said media and ruptures unexposed microcapsules in said media.

8. (original) An apparatus as in claim 7 wherein said first roller provides pressure on said media based on mutual magnetic attraction sufficient to rupture said unexposed microcapsules.

9. (original) An apparatus as in claim 7 wherein said multiple roller segments are comprised of plastic.

10. (original) An apparatus as in claim 7 wherein a third magnet having a polarity opposite said first magnet which exerts a repulsive force on said first magnet if said media varies in thickness.

11. (original) An apparatus as in claim 9 comprising:

a second segmented rupturing roller having multiple roller segments on a first side of said media and adjacent said first segmented rupturing roller;

a second load arm attached to said second segmented rupturing roller and attached to a second pivot;

a third magnet on an end of said second load arm and attracted to a fourth magnet on a second side of said media;

wherein a force of attraction between said third and fourth magnets exerts a force on said second load arm which presses said first segmented rupturing roller onto said media and ruptures unexposed microcapsules beneath said second segmented rupturing roller.

12. (original) An apparatus as in claim 9 wherein said first and second roller provide pressure on said media based on mutual magnetic attraction sufficient to rupture said unexposed microcapsules.

13. (original) An apparatus for processing media comprised of exposed microcapsules and unexposed microcapsules comprising:

a first segmented rupturing roller having multiple roller segments on a first side of a media;

a second segmented rupturing roller having multiple roller segments on a first side of said media and adjacent said first segmented rupturing roller;

a first load arm attached to said first segmented rupturing roller and attached to a first pivot;

a second load arm attached to said second segmented rupturing roller and attached to a second pivot;

a first magnet attached to an end of said first load arm and attracted to a second magnet on a second side of said media;

a third magnet on an end of said second load arm and attracted to a fourth magnet on a second side of said media;

wherein a force of attraction between said first and second magnet exerts a force on said load arm which presses said first segmented rupturing roller onto said media and ruptures unexposed microcapsules in said media; and

wherein a force of attraction between said third and fourth magnets exerts a force on said load arm which presses said first segmented rupturing roller onto said media and ruptures unexposed microcapsules beneath said second segmented rupturing roller.

14. (original) An apparatus as in claim 13 wherein said first load arm and said second load arm apply pressure to said media independently of each other.

15. (original) An apparatus as in claim 13 wherein said roller segments on said first segmented rupturing roller are offset from roller segments on said second segmented rupturing roller.

16. (original) An apparatus for processing media containing microcapsules comprising:

a first segmented rupturing roller having multiple rupturing roller segments on a first side of said media comprising an internal deformable rubber layer and a first pressure roller;

a second segmented rupturing roller having multiple rupturing roller segments on a second side of said media an internal deformable rubber layer and a second pressure roller; and

wherein pressure exerted by at least one of said pressure rollers shafts ruptures unexposed microcapsules in said media.

17. (original) An apparatus as in claim 16 wherein said internal deformable rubber layer is comprised of a silicon having a durometor between 30 and 70.

18. (original) An apparatus as in claim 16 wherein flanges on both ends of said first and second segmented rupturing rollers maintain a fixed distance between surfaces of said multiple rupturing rollers segments.

19. (original) An apparatus as in claim 16 wherein said multiple rupturing roller segments are plastic.

20. (original) An apparatus as in claim 19 wherein said flanges maintain a fixed distance between said first and second roller sufficient to rupture said unexposed microcapsules while passing said exposed microcapsules between said rollers without rupturing.

21. (currently amended) A method for processing media comprising the steps of:

providing a media with microcapsules;

exposing selected microcapsules;

providing a first segmented rupturing roller having multiple rupturing roller segments separated by multiple magnetic plates;

providing a second segmented rupturing roller having multiple rupturing roller segments separated by multiple magnetic plates; and

passing said media between said first and said second segmented rupturing ~~roller~~ rollers wherein a force of attraction between said magnetic plates ruptures unexposed microcapsules in said media.

22. (original) A method for processing media comprising the steps of:

providing a media with microcapsules;

exposing selected microcapsules;

providing a segmented rupturing roller having multiple rupturing roller segments separated by multiple ferrous plates;

providing a load magnet opposite said segmented rupturing roller; and

passing said media between said segmented rupturing roller and said load magnet wherein a force of attraction between said ferrous plates and said load magnet ruptures unexposed microcapsules in said media.

23. (cancelled)